

**TUESDAY - 26th SEPTEMBER 2017**

	Royal Suite	Highgrove Room	Hampton & Windsor Room
09:30 - 12:30	<b>Topic-Based and Structured Authoring – Keeping It Simple</b>  Neil Perlin	<b>The fun side of technical communication</b>  Derek Cooper & Sammi Lauesen	<b>Live mentoring/what is technical communication?</b>  Charlotte Claussen
12:30 - 13:30	Lunch		
13:30 - 16:30	<b>Topic-based writing in the molecular world</b>  Rahel Anne Bailie	<b>How to stay on topic when on stage in a world where a 4 minute YouTube video is the standard in attention span</b>  Marie-Laure Blanc	<b>How to Create High-Quality Video Tutorials (the Easy Way)</b>  Andrew Mills
16:30 - 19:00	Vendor Exhibition and time for TCUK Fringe Events		
19:00 - 21:00	Informal Dinner		

**WEDNESDAY - 27th SEPTEMBER 2017**

	Royal Suite	Highgrove Room	Hampton & Windsor Room
09:00 - 09:10	Welcome from <b>Derek Cooper</b> , TCUK 2017 Conference Chair (Royal Suite)		
09:10 - 09:50	<b>Topic-based Authoring – Is it for me?</b> <b>Mike Hamilton</b> (Royal Suite)		
09:50 - 10:10	Break		
10:10 - 10:50	<b>Going Modular: Turning Legacy Docs into User-Story-Based Content</b>  Robert Kratky	<b>Plunging into the waters of UX</b>  Maja Engel	<b>Work Smarter, Not Harder: Reorganizing your team for the new world</b>  Wayne Brissette

10:50 - 11:10	Break		
11:10 - 11:50	<b>We're Going Mobile! Great! Wait... What Does That Mean?</b> Neil Perlin	<b>Topic-Based Authoring Tools: Adapting to Organisational Evolution</b> Joanna Kusiak	<b>Dealing with jargon and technical terms</b> Frances Gordon
11:50 - 13:40	Lunch <b>12:50 - 13:40 ISTC AGM</b> (to be held in the Royal Suite) All are welcome to attend, though only eligible ISTC Members can vote		
13:40 - 14:20	<b>Re-use Strategies for Topic-based Authoring</b> Matthew Ellison	<b>Resistance is futile! How automation can improve your docs - and your life</b> Graeme West	<b>Documentation as self-service support</b> Ellis Pratt
14:20 - 14:40	Break		
14:40 - 15:20	<b>Give your content wings – How to improve your documentation skills</b> Jörg Plöger SCHEMA	<b>The Glossary is Dead, Long Live the Glossary!</b> Holli Hamilton	<b>To Video, Or Not To Be - That Is The Question</b> Eran (Yuri) Kolber
15:20 - 15:40	Break		
15:40 - 16:20	<b>Optimizing API documentation: What we can learn from developers</b> <b>Michael Meng &amp; Stephanie Steinhardt</b> (Royal Suite)		
16:20 - 19:00	Vendor Exhibition and time for TCUK Fringe Events		
From 19:00	<b>Drinks reception</b> <b>Gala Dinner in the Royal Suite sponsored by Imprimatur Limited</b> <b>Gala Dinner wine sponsored by Twi</b>		

THURSDAY - 28th SEPTEMBER 2017

	Royal Suite	Highgrove Room	Hampton & Windsor Room
08:45 - 09:25	<b>Why topic-based writing and plain language need each other</b> <b>Frances Gordon</b> (Royal Suite)		
09:25 - 09:45	Break		
09:45 - 10:25	<b>Best Practices of Documentation Migration Projects</b>  Eran (Yuri) Kolber ON TARGET COMMUNICATIONS	<b>What I wish I'd known before doing user research for the first time</b>  Jen Lambourne	<b>It's in the Game - The art of Creating a Helpful Video Game Guide</b>  Andrew Mills
10:25 - 10:45	Break		
10:45 - 11:25	<b>The Convergence of Marketing and Technical Communication</b>  Stefan Gentz ADOBE	<b>Driving DITA off the map</b>  Jang F.M. Graat	<b>The Future of Mobile Learning</b>  Danielle M. Villegas
11:25 - 11:45	Break		
11:45 - 12:25	<b>Surviving the agile enterprise: case study from the trenches</b>  Karen Mardahl	<b>Effects of visual signalling in screenshots: an eye tracking study</b>  Michael Meng	<b>Mechanical engineering and Industry 4.0 documentation</b>  Thomas Schubert & Angela Peter
12:25 - 13:30	Lunch		
13:30- 14:10	<b>Five Cascading Style Sheet Techniques That Every Technical Writer Should Know</b>  Mike Hamilton	<b>Audience Analysis: A smart way to understand our customers</b>  Praveena Sabarish	<b>How to win friends as a technical author, and influence the development of software</b>  Mark Dennett
14:10 - 14:30	Break		

14:30 -15:10	<b>Topics for teenagers</b>  Alison Turner	<b>Creating content and output for mobile and embedded devices</b>  Phil Lane	<b>Creating Integrated API Documentation Experiences for Users</b>  Rob Woodgate & Chris Smith
15:10 - 15:30	Break		
15:30 - 16:10	<b>There must be a better way!</b>  Alison Peck	<b>Automatic Documentation for Software</b>  Andrew McFarland Campbell	<b>Our way is not the only way - a reuse and single sourcing model.</b>  John Lee
16:10 - 16:20	Short Break		
16:20 - 16:40	Raffles, Thank-you's and Conference Close <b>Derek Cooper</b> TCUK 2017 Conference Chair (Royal Suite)		